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30 October 1969

Mr. Roger H. Lustberg
The Ivy Network Corporation
Post Office Box 242-A, Yale Station
New Haven, Connecticut

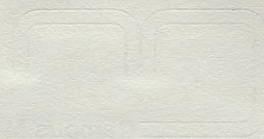
Dear Roger:

Jim asked me to answer a couple of the points that you raised in your letter of October 29, so I'll do my best.

You mention in your first paragraph instances of "spot crowding." As this is the first we have heard of this phenomenon occurring, I'm glad you brought it to our attention. I do, however, question that point somewhat. If there has been "spot crowding," why haven't the stations affected by it notified us. We have not heard anything from any of the stations we represent about this situation until the enclosure in your letter. In all honesty, I wonder about whether or not it has indeed occurred. When we receive a spot from a client, we check the production of it before it is sent to any station to be sure it does not exceed the time limitations of the purchase. The only two spots we have sent that required production have been for "Dale Hawkins" on Bell Records and "The Groupies" on Earth Records. Neither one of those spots exceeded the purchased time amount.

Your second point in the first paragraph, that of our making a "deal" with a marginal sponsor to induce him to purchase, saddens me. We have never made "deals" with potential advertisers to induce them to make some kind of a purchase on any of our stations. We present the attractiveness of campus radio as an advertising medium to the client; when he has determined that he does wish to make a time purchase, we then discuss with him how best his interest can be fulfilled. If the client is served best by the use of 30-second spots, that is what we sell him. We exercise control over the copy for use in the spots purchased; as I mentioned above, we check the spots to be sure that they fit the time limitations imposed by the purchase.

To get to the second paragraph. The billings you mentioned are not being pushed aside. It is taking us a while to clear them due to the fact that the accounts in question were pretty



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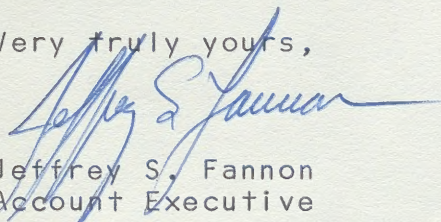
much closed at the end of last school year so, as I'm sure you can understand, it is taking us some time to reopen them in order to make payment. Rest assured that payment will be just as soon as possible. *I think Suzy mentioned something about this with you on the phone today*

Also in the second paragraph is your comment regarding the getting of what spots have been ordered from Ivy stations to you. When you first requested that information, a week ago as stated in your letter, I requested the Station Relations people to get to it as quickly as they could. Unfortunately, their time is rather limited with the amount of checking and correspondence that they take care of, so your request was somewhat delayed. Then you called Tuesday, I did say that we do "have one hundred other stations" that must be worked with. I'm sorry that my meaning was not clear on that; I didn't mean to imply that the Ivy stations do not deserve service from us, just that it was taking a little more time than I expected. I did say, during that call Tuesday, that I would see to it that the information was sent on Wednesday, as it has been. You should have it by the time this letter reaches you.

In a note I sent up to the Ivy office about two weeks ago, I suggested that you and Bob and John (if possible) should recommend a time for you to get together with Walt, Dean and myself so we could straighten out the problems that are occurring. That still stands. Please set a time and get in touch with us; we don't like these mixups to occur any more than you do.

Looking forward to hearing from you.

Very truly yours,



Jeffrey S. Fannon
Account Executive

JSF/bp

